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Message Text

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11
ORIGIN EUR-25

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R 272141 Z APR 73
FM SECSTATE WASHDC
TO AMEMBASSY BERN
AMCONSUL ZURICH
INFO AMCONSUL FRANKFURT
AMEMBASSY PARIS

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E. O. 11652: N/ A
TAGS: ETRD, SZ
SUBJECT: VISIT USA SUPPORT FOR SWITZERLAND
REFERENCES: US DOC 2193, BERN 1041, ZURICH 0191

1. USTS HAS REVIEWED EARLIER DECISION TO ELIMINATE VISIT US SUPPORT FOR SWITZERLAND AND HAS AGREED TO INCLUDE ZURICH IN ITS INTEGRATED MARKET PLAN FOR FEDERAL REPUBLIC OF GERMANY, ONE OF SIX WORLD MARKETS SELECTED BY USTS AS HAVING GREATEST TRAVEL USA POTENTIAL. ZURICH THUS WILL RECEIVE SAME SUPPORT USTS FRANKFURT DEVOTING TO EXPANSION MARKET IN FRG. THIS USTS DECISION BASED ON RECOGNITION OF FACT THAT ZURICH IS MAJOR INTERNATIONAL TRAVEL CENTER WHICH SERVICES IN PART GERMAN TRAVELERS FROM SOUTHERN AREA OF FRG.

2. FOREGOING ARRANGEMENT FOR ZURICH WILL NOT BE POSSIBLE
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FOR GENEVA WHICH HAS LITTLE OR NO IMPACT ON TRAVEL MARKET

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TO US IN FRANCE.

3. PROPOSED COURSE OF ACTION (B), ITEM 7, PAGE 10 OF NSC- IG/ EUR APPROVED EUROPARA SWITZERLAND, AS IS TRUE OF ALL ACTION PROPOSALS REQUIRING MONEY, BASED ON ASSUMPTION OF AVAILABILITY OF FUNDS TO MEET COMMITMENT. BUDGET RESTRICTIONS AND NEW USTS FIVE- YEAR INTEGRATED MARKETING PLAN AND MEASUREMENT SYSTEM HOWEVER HAVE REQUIRED USTS CONCENTRATION OF RESOURCES ON SIX WORLD MARKETS. BACKGROUND

MATERIAL EXPLAINING USTS APPROACH TO TRAVEL MOF STAY WILL TRAVEL TO CALIFORNIA. PROGRAM IS WELL- FILLED THROUGH MEMORIAL DAY WEEKEND, BUT SOME FLEXIBILITY REMAINS IN PERIOD MAY 28 - JUNE 4.

IN VIEW CEAUSESCU' S OFFICIAL POSITION AS DEPUTY MINISTER AND PARTICULARLY HIS CLOSE RELATIONSHIP TO PRESIDENT, DEPARTMENT IS REQUESTED TO ALERT NEW YORK RECEPTION CENTER TO DELEGATIONS' S ARRIVAL. DELEGATION ARRIVES AT KENNEDY AT 1510 ON MAY 14 VIA PANAM FLIGHT 073 FROM FRANKFURT. PRESENT PLANS DO NOT CALL FOR DELEGATION TO STAY IN WASHINGTON, BUT USDA AND DEPARTMENT OFFICIALS MAY FIND IT USEFUL TO SUGGEST A VISIT TO WASHINGTON DURING FREE PERIOD MAY 28 - JUNE 4. FACT THAT PRESIDENT CEAUSESCU' S BROTHER WILL BE IN US MIGHT ALSO BE BROUGHT TO ATTENTION OF PRESIDENT NIXON WITH VIEW TOWARD PRESIDENT CONSIDERING DESIRABILITY OF SOME GESTURE AIMED AT STRENGTHENING PERSONAL ASPECT OF HIS RELATIONSHIP WITH ROMANIAN PRESIDENT. CONTROL OFFICER AT INDUSTRIAL CHEMICAL AND DYE FOR DELEGATION VISIT IS MR. ALFRED FRANKEL, VICE PRESIDENT.
MEEKER

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